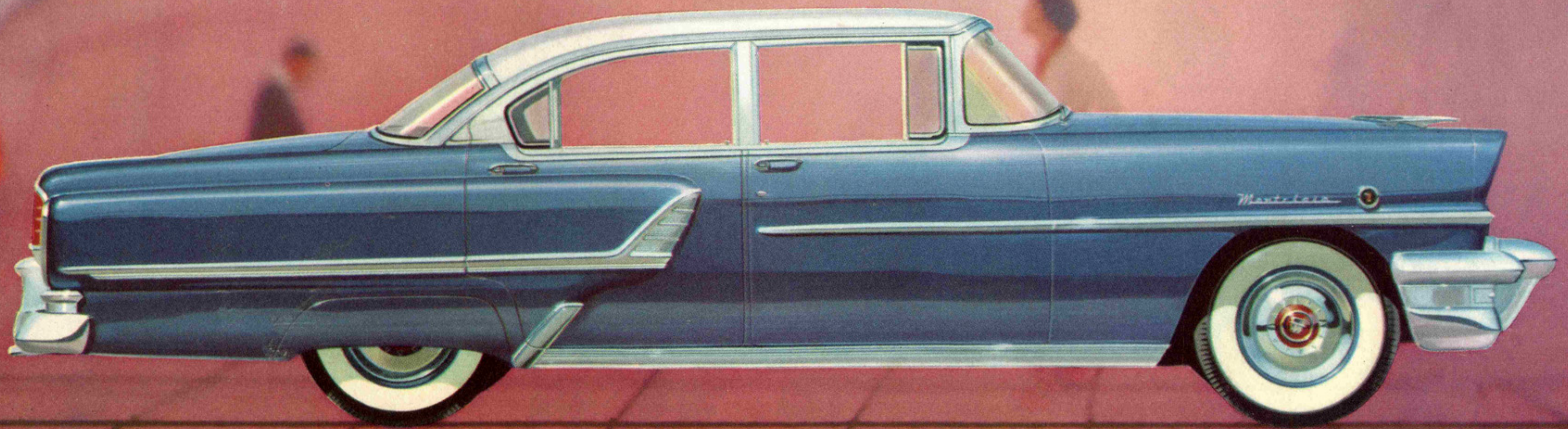
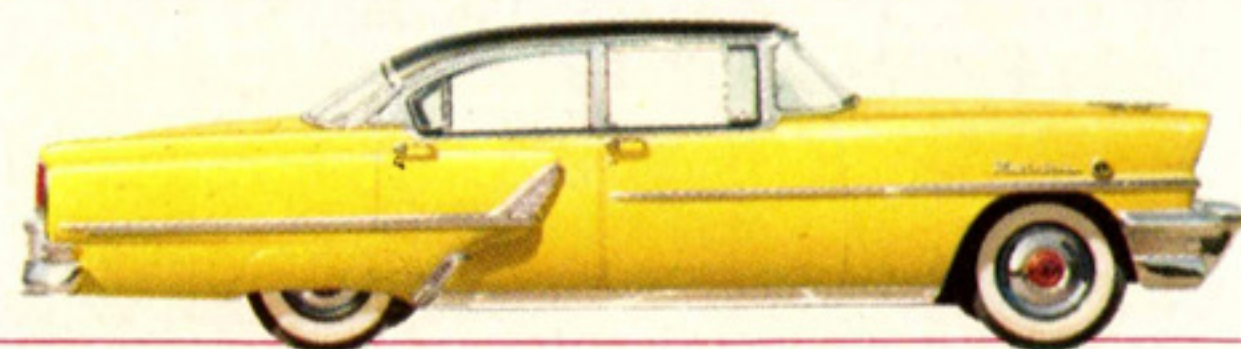


MERCURY'S NEW MONTCLAIR SERIES



magnificent styling . . . spectacular performance



MERCURY MONTCLAIR 4-DOOR SEDAN

a new series
of distinctive luxury cars styled and powered for the future

THE MONTCLAIR

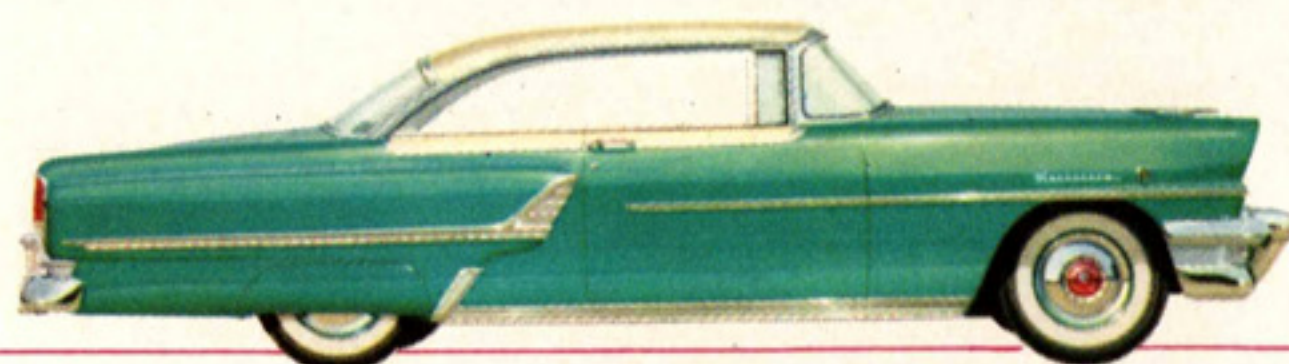
This is the Montclair. A car to drive for the pure fun of it.

Here, in the flair and sweep of bold lines, you see a carefree new spirit of driving adventure. A daring silhouette that rises only 58½ inches from the road. Fresh styling ideas in new hooded head lamps . . . a new Full-Scope windshield . . . and an exclusive paint treatment, lend added fleetness to the Montclair's completely new kind of beauty.

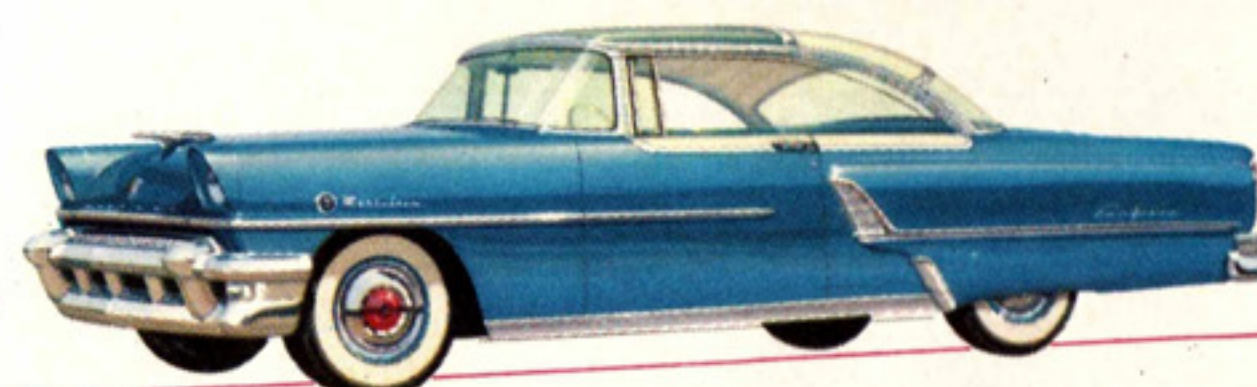
And, in its dual-exhaust 198-hp Super-Torque engine with new optional Merc-O-Matic Drive, you command performance so versatile, so precise that your driving becomes sheer pleasure.

Inside, colorful fabrics—luxurious, yet durable and easy to care for—are blended with distinctive appointments to form exclusive interiors that bring new comfort to motoring.

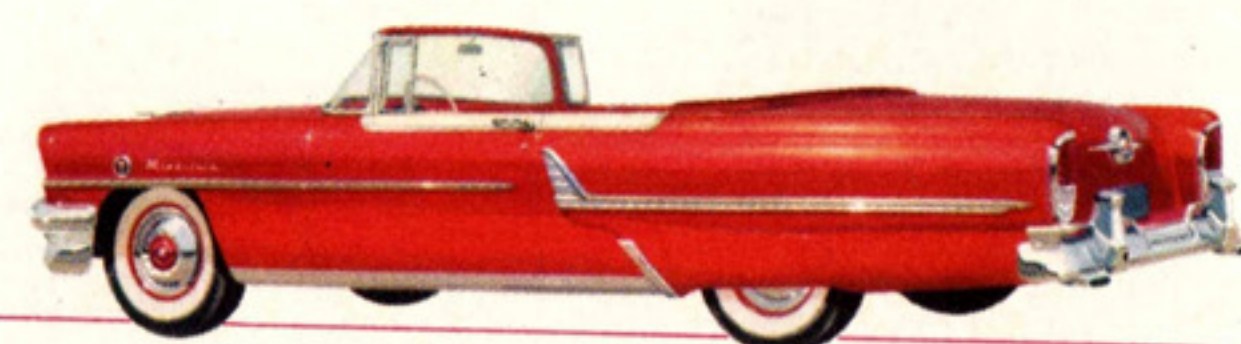
Here, in short, is the perfect wedding of superb performance and luxury-car refinements. You will find it in one car only—the Mercury Montclair.



MERCURY MONTCLAIR COUPE



MERCURY MONTCLAIR SUN VALLEY



MERCURY MONTCLAIR CONVERTIBLE



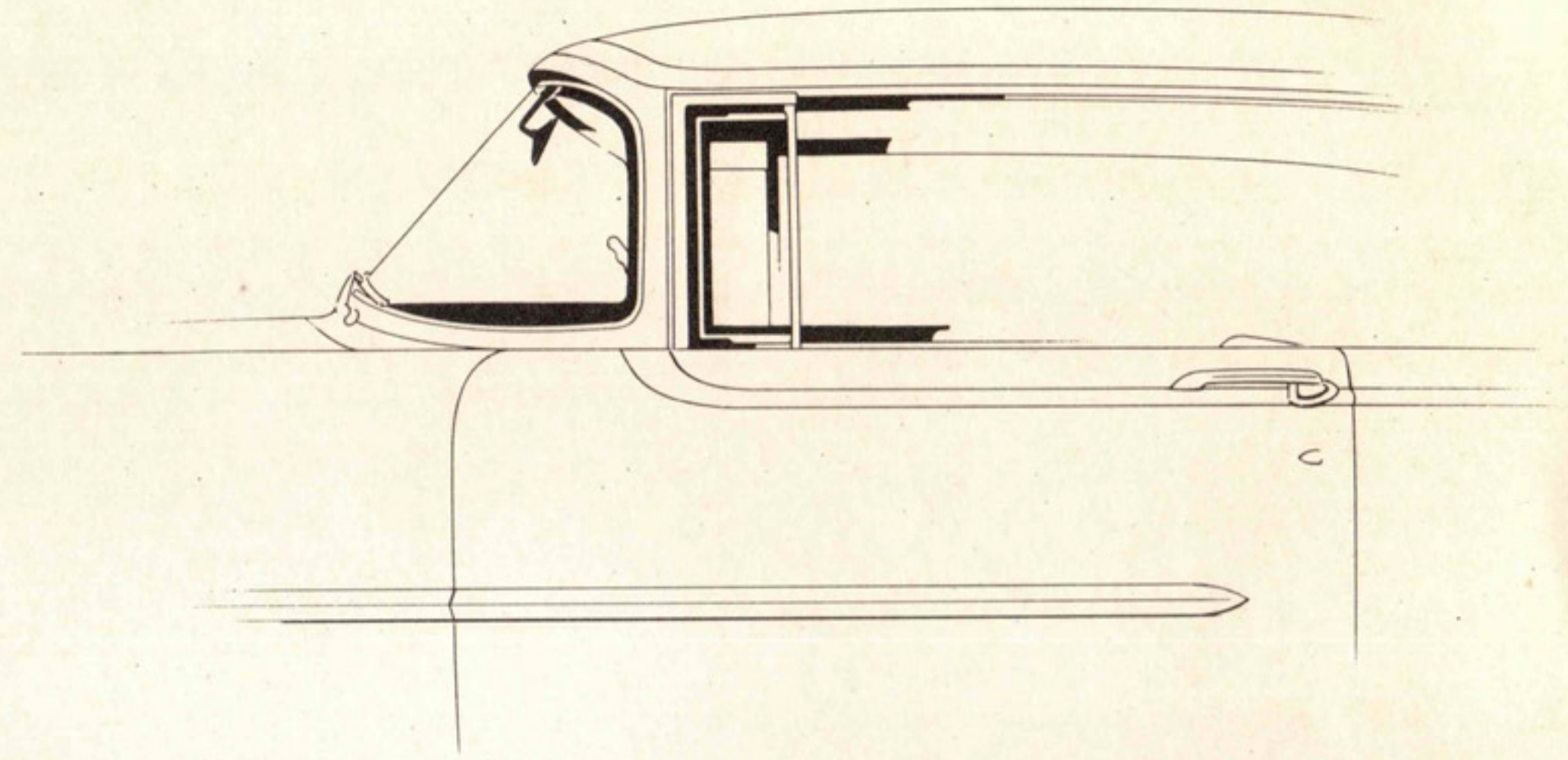
Comfort is the theme, and color the highlight, of luxurious Montclair interiors. White vinyl complements the rich tones of this exclusive Tapestry Weave Nylon.

heads turn, wherever you travel

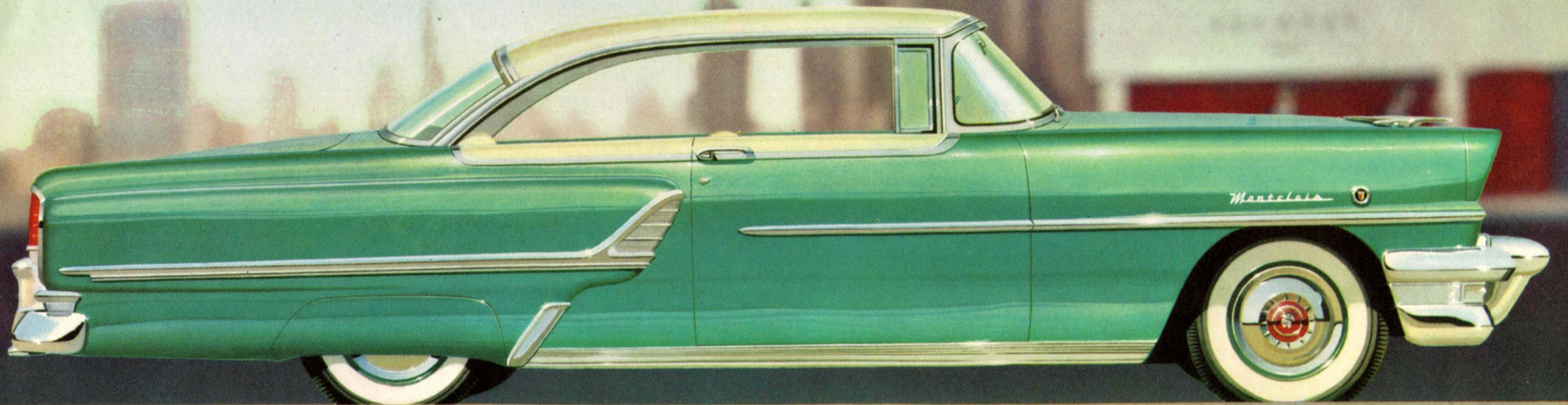
One of the wonderful things about owning a Montclair Coupe is the unerring way it identifies you as one who enjoys the special qualities that enrich motoring. Its air of casual elegance automatically kindles admiration wherever you are seen, for this is advanced styling in the new mood of today's living.

And with the first mile you drive, you realize that the unseen mechanics of this Montclair have profited from advanced thinking, too. You enjoy the efficiency of 4-barrel carburetion, dual exhausts, and new anti-fouling high-compression spark plugs—all provided as standard equipment.

Mercury Montclair Coupe



ALASKA WHITE OVER ARBOR GREEN



Mercury presents hardtop beauty with 4-door convenience in the new

Mercury Montclair 4-Door Sedan

A totally new atmosphere welcomes you when you step inside this 4-door sedan. There is the fun-loving "convertible" feel of a lowered roof which contributes

fleetness of line never before achieved in a full-sized sedan motor car. Yet you immediately sense the luxury and smooth, quiet sureness of 4-door sedan travel.

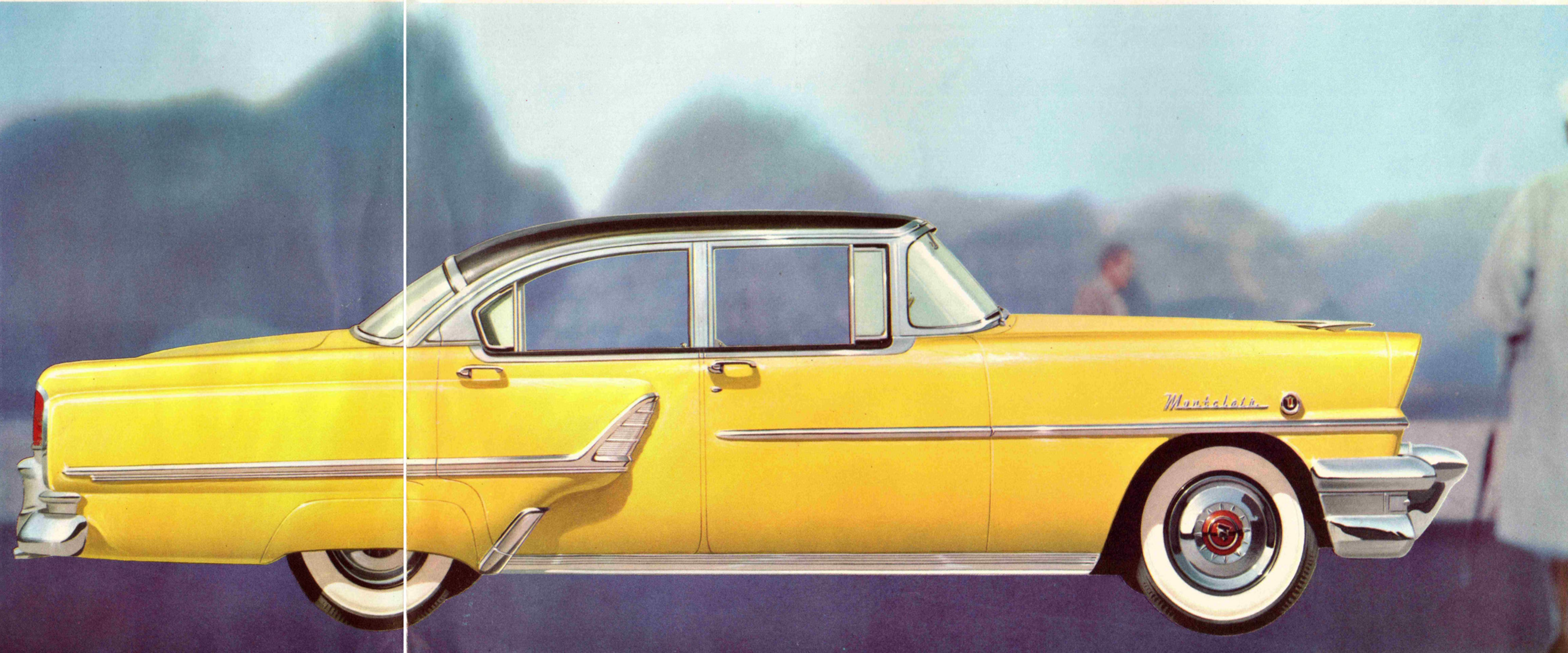
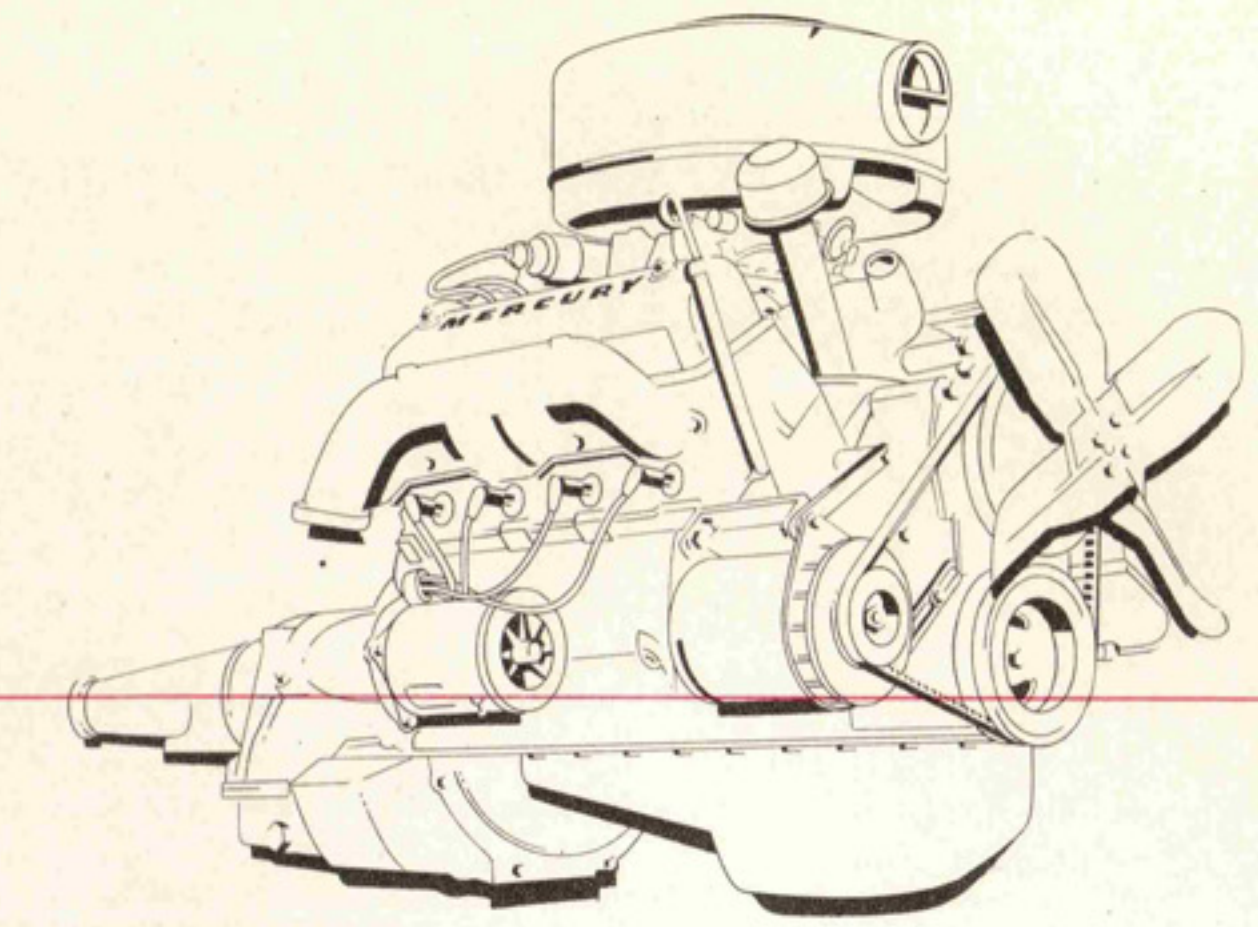
TUXEDO BLACK OVER YUKON YELLOW

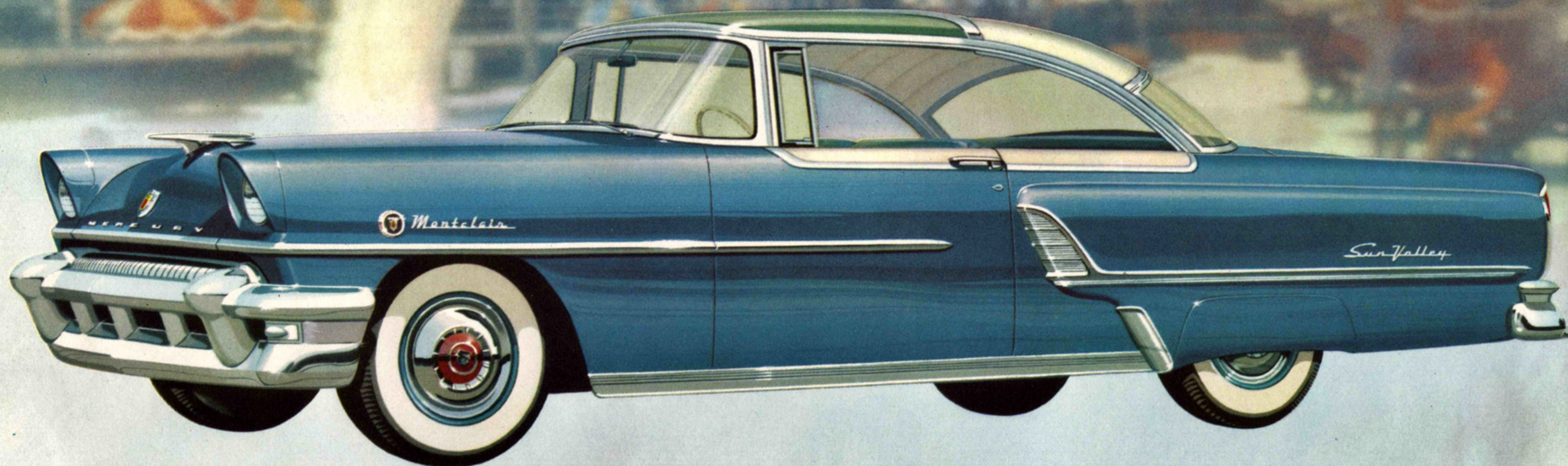
Hardtop beauty with 198 horsepower in America's lowest, sleekest sedan

Proudly, Mercury introduces another first: A new 4-door sedan smartly fashioned to the Montclair silhouette. Here is an artful blend of low-roofed coupe styling with true 4-door strength, convenience, and luxury of ride.

And beneath its stunning beauty rests a special 198-horsepower version of Mercury's new Super-Torque V-8 engine—and with it, a new, quick action Merc-O-Matic Drive is available.

Their effect upon your driving is tremendous. Tread lightly on the accelerator, and you whisper along with limousine smoothness and ease. Tromp down with authority—instant power whisks you through any motoring situation. New torque efficiency makes all ranges of operation amazingly flexible and responsive. And you discover that in performance, too, the Montclair is unlike any other car on the road.





ALASKA WHITE OVER GLEN LAKE BLUE

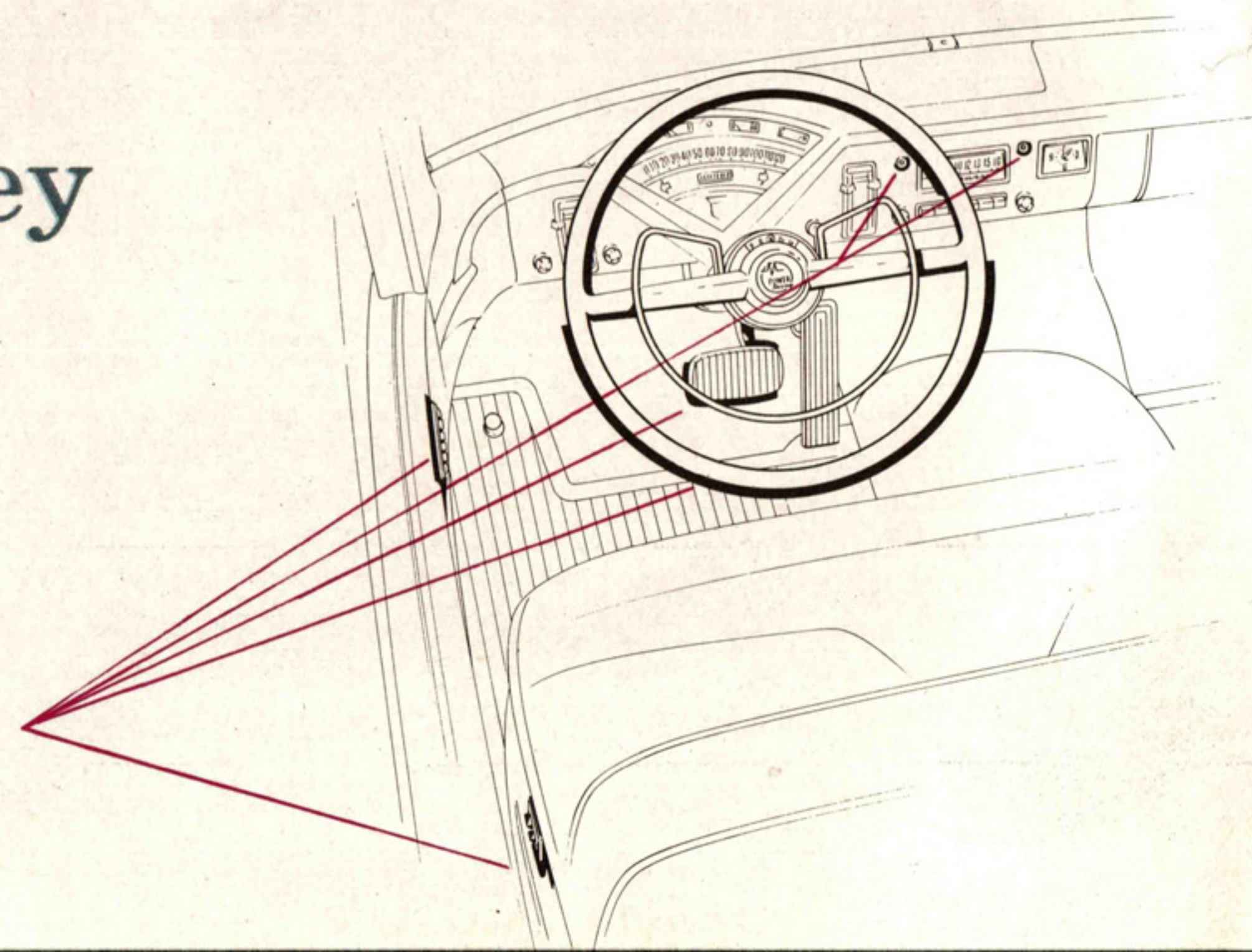
Mercury Montclair Sun Valley

The car that makes any road a scenic route

Here is a most distinctive car that offers you both a new kind of driving and a new way to enjoy it—the Montclair Sun Valley. Its tinted transparent top changes your entire outlook, as you view the passing scene in its full grandeur. The soft, solarium-like atmosphere lifts your spirits and melts tensions of the day. You rest in deep comfort within the luxurious interior.

Yet, this casual elegance carries with it an unmistakable look of fleet, powerful action—the twin characteristics that make this the most distinctive motor car on the road today.

And as in all Mercury models, you may reduce effort to a minimum with optional power assists in steering, braking, seat control, window lifts, and the new power lubrication.



The special thrill of "convertible driving"

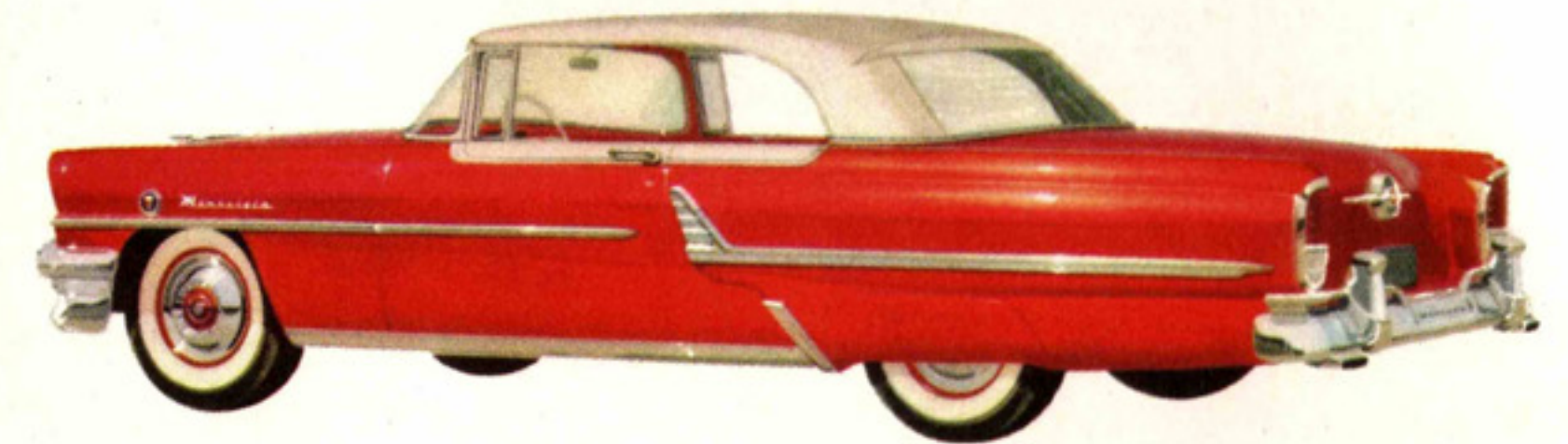
In the Montclair Convertible, every motoring hour becomes an extraordinary adventure. With a touch of the automatic top control, your car opens to balmy days and evenings under open skies—with another touch, you escape from the elements into the protection of a closed car. And with top up or down, you have distinctive styling that is unlike any other on the road. Your driving becomes a new form of modern pleasure. You discover the joy of quiet, compe-

tent power always on call. The delight of new cornering agility, made possible by low-centered weight and ball-joint front suspension. The reassurance of larger, safety-sized brakes.

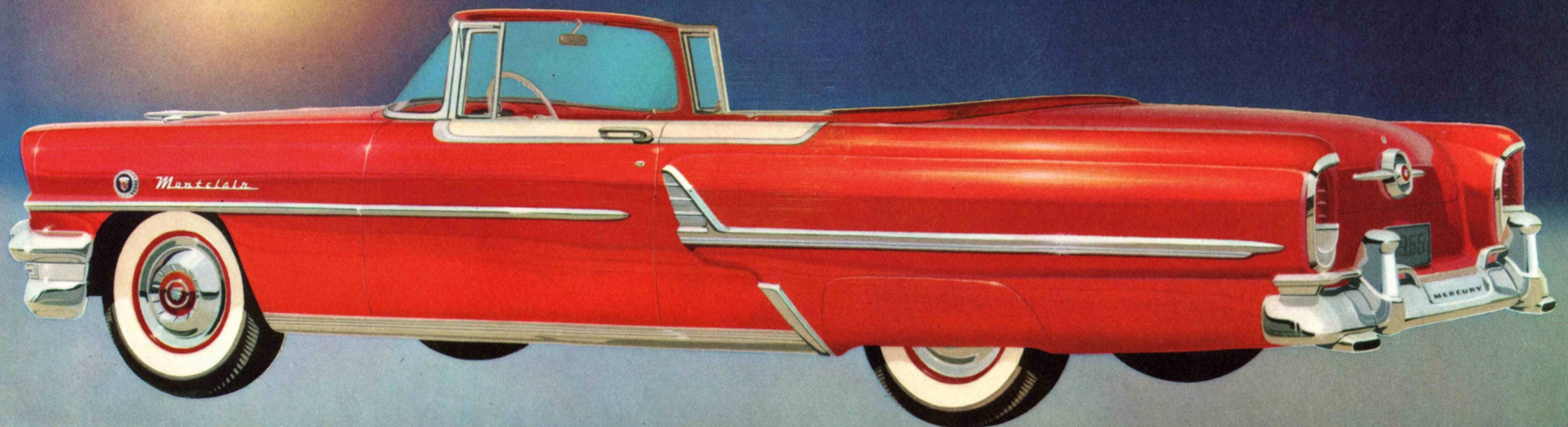
So, you thread through downtown traffic or float up a high ridge road. And with each turn of the wheels, you find fresh satisfaction in this superb combination of distinguished styling and Mercury roadability which we have come to call, simply—Montclair motoring.



Mercury Montclair Convertible



CARMEN RED WITH ALASKA WHITE





If you love fine automobiles . . .

if you prize extraordinary performance . . .

the **MONTCLAIR** is your kind of car.

Drive one soon.